

<i>SERFF Tracking Number:</i>	<i>MUTM-126513164</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>44975</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.001 Plan A 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Medicare Supplement Advertising - AFN42520</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/AFN42520</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126513164 State: Arkansas
Advertising - AFN42520

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 44975
Standard Plans 2010 Closed

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: JAMIE LUCY State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 03/17/2010
Author: Jamie Lucy Disposition Status: Filed-Closed
Date Submitted: 02/23/2010 Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising
Project Number: AFN42520
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 03/17/2010

Status of Filing in Domicile:
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 03/17/2010
Created By: Jamie Lucy
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Regulatory Affairs 402-351-2476 [Phone]

SERFF Tracking Number: MUTM-126513164 State: Arkansas
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Company Tracking Number: JAMIE LUCY
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN42520
Project Name/Number: Medicare Supplement Advertising/AFN42520

Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	02/23/2010	34385940

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Disposition

Disposition Date: 03/17/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	cover letter	Filed-Closed	Yes
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Newspaper Ad	Filed-Closed	Yes

SERFF Tracking Number: MUTM-126513164 State: Arkansas

Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44975

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010

Product Name: Medicare Supplement Advertising - AFN42520

Project Name/Number: Medicare Supplement Advertising/AFN42520

Form Schedule

Lead Form Number: AFN42520

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 03/17/2010	AFN42520	Advertising Newspaper Ad	Initial		0.000	AFN42520.pdf

ARE YOU SHOPPING FOR THE RIGHT PROTECTION?

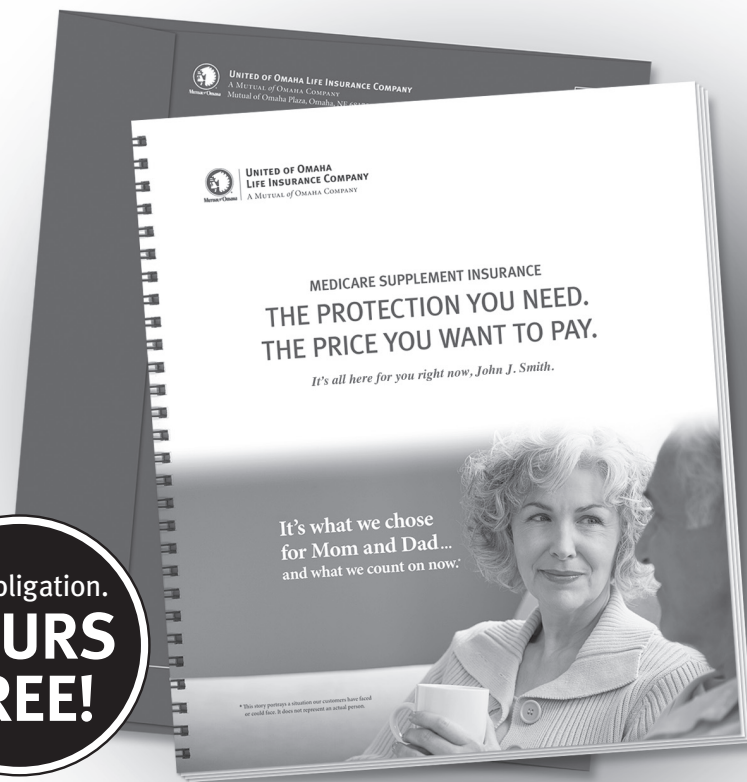
YOU'LL LIKE OUR
PRICE AND PERSONAL SERVICE.

YOURS FREE — An easy-to-read and understand Medicare and Medicare supplement information booklet — personalized just for you.

By law, all Medicare supplement insurance policies are the same. **But NOT the price.**

Don't pay more than you have to. **United of Omaha Life Insurance Company** delivers coverage with competitive rates.

NO-OBLIGATION whatsoever. Just get the facts about **protection you need at the price you want to pay.**



Call Toll-Free: **[1-800-000-0000]**



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY

[Visit us online at www.medsuppkit.com]

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24, UM30 and UM31 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700, UM30-22551 and UM31-22552; in OK: UM20-21746, UM23-21747, UM24-21748, UM30-22579 and UM31-22580; in OR: UM20R, UM23R, UM24R, UM30R and UM31R; in TX: UM20-21760, UM23-21761, UM24-21762, UM30-22587 and UM31-22588; in WI: UM25. Not all policy forms may be available in every state. These policies have exclusions, limitations and reductions. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. IMPORTANT NOTICE — "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.

This is a solicitation of insurance and an agent may contact you by telephone. By responding, you're requesting a licensed insurance agent contact you by telephone to provide additional information.

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Supporting Document Schedules

	Item Status:	Status
		Date:
Satisfied - Item: cover letter	Filed-Closed	03/17/2010
Comments:		
Attachment:		
AR Letter App- Not Filed.pdf		

	Item Status:	Status
		Date:
Satisfied - Item: Memorandum of Variability	Filed-Closed	03/17/2010
Comments:		
Attachment:		
AFN42520 MOV.pdf		

UNITED of OMAHA

UNITED of OMAHA LIFE INSURANCE COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
402 342 7600



February 23, 2010

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #261-69868
FEIN #47-0322111
United of Omaha Life Insurance Company
Direct Response Advertising
Medicare Supplement Advertising
Newspaper Ad: AFN42520

Enclosed for review by your Department is a copy of the above-captioned advertising. The forms are new and are not intended to replace any previously approved forms. They will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs

Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

jl

Variable Material for Advertising Form

AFN42520

The following information in the aforementioned advertisement is bracketed to denote variable material.

Bottom of Ad

Phone Number is variable: [1-800-000-0000]

Bottom of Ad

["You can also visit us online at...."]

- copy will be in or out

Bottom of Ad

Web URL is variable*: [www.medsuppkit.com]

** only approved web pages used will be used*